



INTERNATIONAL YEAR OF CO-OPERATIVES OTTAWA AREA CO-OPS CLUSTER GROUP

MINUTES OF MEETING

Thursday, January 5, 2012 5:00 p.m.
Your Credit Union, 14 Chamberlain Avenue

PRESENT: Rohini Bhalla (Y's Owl Maclure Co-op), Mary Anne Burke (BIAS FREE Co-operative), Céline Carrière (CHASEO), Shannon Devine (La Siembra), Miriam Fry (Families Matter Co-operative), Tanya Gracie (CCA),), Sandy Harkins (Frontline Financial), Joel Lalonde (Your Credit Union), Zoe MacKenzie (BIAS FREE Co-operative), Cynthia Mitchell (LSM Management Services), Mary-Ann Schwering (CHASEO), Patrick Tardif (Frontline Financial) Laurie Tennian (CCA) (recording secretary).

Regrets: Elke Dring (P.Winter Management Services), Denis Laframboise (Your Credit Union), Debbie McCabe- (Frontline Financial Credit Union), Hugh Nelson (Y Owl's Maclure Co-operative), Jason Sooch (La Siembra), Max Schwering (Youth rep), Lori Simpson (LSM Services).

1. APPROVAL OF AGENDA; REVIEW OF MINUTES

The minutes for December 8, 2011 meeting were approved.

Agenda items are:

- A) Bias Free Legacy Proposal
- B) Developing a work plan/calendar of ideas
- C) How are we going to communicate to the wider Ottawa area co-ops?
- D) Flagshop in Vancouver

2. BUSINESS ARISING:

No new business.

A) LEGACY PROJECT – BIAS FREE CO-OP

Legacy Project- Zoe and Mary Anne of BIAS FREE co-op proposed the following:

- Workshop to address bullying
- Bringing together people in co-ops and marginalized groups
- Proposed date Feb 24-26th
- Resources needed: venue, marketing, financial resources
- Number of workshop attendees: minimum of 15 (aim for 30-40)
- The workshop would also show that co-ops have a significant role to play in building community

Feedback from cluster

- Timeframe might be too short to pull together
- Might this be something that BIAS FREE works on, with support from the cluster?
- The cluster needs to come up with criteria for legacy initiative
- Also need to ask other co-ops for their input into legacy projects (i.e. do we want to focus on this proposed project, or ask other co-ops for their suggestions for legacy projects?)

CRITERIA FOR LEGACY PROJECTS

- Promote co-op values
- Cost
- Time
- Return on investment
- Visibility – internal and external (internal – capacity; external – awareness)
- Budget has to be built into each event plan

What is the cluster's role in event initiatives? Does the cluster provide support only? Joel commented that the legacy for Ottawa is that Ottawa area co-ops are meeting for the first time on a regular basis and the CHASEO Fall Education Day is the "Ottawa Education Day".

B) WORKPLAN/CALENDAR OF EVENTS

The group agreed that we should do 4-5 events throughout the year as a foundation – this will be the start of a legacy.

POSSIBLE IDEAS/EVENTS

Parades

- Santa Claus- November 17th
- Parade of lights- November 24th
- Pride- Sometime in August

Bed Race

- February 4th 2012 11:00 am to 2:30 pm at Dow's Lake
- Frontline and possibly YCU and LSM will take part

Flash Mob

- Parliament Hill (involving youth)
- **ACTION ITEM** – youth might need assistance re: Flash Mob and sending out a letter to other youth in housing co-ops and possibly some support and mentorship along the way

The cluster supports the following events/timeline:

- ✓ July (to coincide with International Credit Union Day) – Vincent Massey Park - Coopalooza/co-op picnic – invite members
- ✓ October – curling bonspiel (Laurie Tennian to organize)
- ✓ October (during Co-op Week) - Co-op Wine and Cheese
- ✓ Gala (more exclusive) – timeline to be determined (possibly end of year)
- ✓ Suggested to put together a calendar of events in the Ottawa area for the year

With all events, need to have a communications/media strategy/marketing strategy/online presence as well as budget (i.e. promotional items, etc.) attached to event.

C) COMMUNICATIONS

There will be a communications sub-committee of the Ottawa cluster. Rohini (YSOWL) is the point person and Sandy Harkins from Frontline Financial is also on the committee. Need to answer the question "Why do co-ops matter in Ottawa"? (i.e. Co-ops are a leader in the community (social/economic and co-op values)

ACTION ITEM: Sandy to draft letter and send to cluster for input around first level of commitment. Joel Lalonde to contact a communication company who helped with YCU recent newsletter.

Marketing

Patrick from Frontline Financial will be on the marketing sub-committee

Reminder about in-kind resources we can obtain from other groups (i.e. translation, marketing, etc.)

D) FLAG SHOP

A reminder that there is bulk discounts through ON Co-op – deadline is January 27th. Let's piggy-back on co-op discounts where possible.

3. FINAL COMMENTS

All attendees in the room wrote down their e-mail addresses which should be provided to Cynthia as some people were not getting minutes/proposals, etc. Celine Carriere was going to provide Cynthia with the e-mail address list.

4. DATE OF NEXT MEETING

Thursday, February 9th at 5:00 p.m.

Peter Cameron from Ontario Co-operative Association will be attending.

Suggested agenda items include:

- Communication piece – strategy and budget
- Legacy projects
- Report back by Celine and Miriam
- Ask – draft letter
- Peter Cameron
- Invite youth

Meeting adjourned at 7:15 pm.